

ABSTRACT OF THE DISCLOSURE

Information on attribute of image information stored on
an information storage medium such as a DVD disc is acquired
5 to identify the attribute information of a display scheme set
in accordance with the attribute information of the image
information. When the display scheme is set to a letter box, a
valid image-area in which the image information is to be
displayed and an invalid image-area which has not been
conventionally used for display are set in accordance with the
attribute information. For example, when character information
is supplied from an external information supply device such as
an FM receiver tuner for receiving an FM teletext broadcast,
the image information reproduced from the information storage
medium is displayed on the valid image-area and the character
information is displayed on the invalid image-area, thereby
providing the user with improved operability and convenience.